



Is TikTok Right for You?

With the changes and expansion of the social media world, it can be hard to keep track of what's popular and which platform does what these days. If you're looking to share or view short video content, TikTok could be the platform for you.

TikTok was once known for user-generated content like lip-sync or dance videos but is now considered an entertainment hub and educational tool, with many users doing research and looking for specific brand information. One of the most downloaded apps globally, TikTok has more than 1 billion global active users. It may be a great way to reach the younger farming generation as about 31% of users range from 25 to 34 years old.¹ And about 55% of users have made purchases after seeing a brand video on TikTok.²

There are already a number of farmers establishing a presence on TikTok or "FarmTok." Popular content includes videos of harvesting in the combine and commentary on tractors. If you're looking to connect with the farming community in a new, less formal way TikTok might be a great place to discuss a range of topics from educational tips – like scouting for pests or weeds – to crop trial results.

Best practices

- 1** Do your research. Follow farmers and other businesses to get an idea of what types of content is being posted.
- 2** Be timely on trends. Trends on TikTok move fast, and users can tire of trends after so many views.
- 3** Don't forget the hashtag. Hashtags (much like other platforms) can help you gain more visibility to customers in your area.
- 4** Have fun! Videos should be authentic and can be unpolished, more personal or an opportunity to try something new or even silly.
- 5** Respond to comments. Interaction with users helps increase engagement and video visibility.
- 6** Don't give up! TikTok's algorithm starts showing posts more often from accounts that have a long and consistent history.



¹ McLachlan, Stacy. "50+ important TikTok stats marketers need to know in 2023." Hootsuite, April 13, 2023. <https://blog.hootsuite.com/tiktok-stats/>

² West, Chloe. "27 TikTok stats marketers need to know in 2023." SproutSocial, February 8, 2023. <https://sproutsocial.com/insights/tiktok-stats/>